

Please replace the paragraph beginning on Page 25,
line 1, with the following new paragraph:

a2

-- The present invention provides an apparatus which provides flexibility in the subscription fulfillment process as well as provides flexibility in the subscription itself. --

Please replace the paragraph beginning on Page 25,
line 20, with the following new paragraph:

a3

-- The present invention also provides flexibility in the subscription itself. By processing the physical pick-up of the respective periodical, newspaper, magazine, and/or other good or service, and by accordingly registering same, the present invention facilitates the provision of a subscription which can be flexible in length of subscription period. In this manner, an individual subscriber may forego certain issues of the respective periodical, newspaper, magazine, and/or other good or service, without losing the ability to obtain future and/or additional issues in the future and thereby safeguarding and/or protecting the value of the subscription. For example, an individual may forego picking up an issue of a

A 3

newspaper or magazine and, depending on the conditions of the subscription, be entitled to extend his or her subscription and/or ability to receive a number of future issues of the newspaper or magazine, thereby providing flexibility in the subscription period. --

A 4

Please replace the paragraph beginning on Page 28, line 14, with the following new paragraph:

-- In the preferred embodiment, each of the central subscription processing computer 10 and the central subscription processing computer 20 are computers and/or computer systems and may be any suitable server computer, network computer, mainframe computer, mini-computer, personal computer, and/or any other computer and/or computer system which is suitable for performing the respective processing functions of the respective computers in a network environment. --

A 5

Please replace the paragraph beginning on Page 56, line 8, with the following new paragraph:

-- Operation of the apparatus commences at step

As of

100. At step 101, the individual subscriber can access the central subscription processing computer 10 via either the respective communication device 30 and/or the point-of-sale transaction device 40. In an alternative embodiment, the central subscription processing computer 10 can contact the individual via the individual's communication device 30. --

Please replace the paragraph beginning on Page 69,
line 3, with the following new paragraph:

Qb6

-- In another preferred embodiment of the present invention, the apparatus and method of the present invention can provide for, and can perform fulfillment services for, and regarding, subscriptions which have flexibility regarding when issues can be obtained and/or skipped while still providing the individual subscriber with the value of, and/or with the number of subscriptions which the individual subscriber has contracted for. In this manner, an individual subscriber who knows ahead of time that he or she may not be able to utilize issues of the periodical at certain times, can forego obtaining same and effectively lengthen the subscription term or duration until he or she receives all issues. --

Please replace the paragraph beginning on Page 82,
line 8, with the following new paragraph:

-- The present invention provides an apparatus and method for providing subscription and/or subscription fulfillment services, and/or subscription related services. Individual subscribers can obtain subscriptions at discounts off the cover or list prices while being able to maintain control over their ability to receive the issues, goods and/or services, which are the subject of the subscription. --

Please replace the paragraph beginning on Page 82,
line 16, with the following new paragraph:

-- The present invention provides an apparatus and a method wherein all parties benefit. Individuals can obtain subscriptions at cheaper subscription rates and obtain the issues, goods and/or services, which are the subject subscription, where and when desired. Retailers, subscription fulfillment entities, and/or entities can enjoy the benefits of increased business and/or repeated business from individual subscribers. Subscription